



## **Alibaba Launches “Fliggy Buy” Shopping Channel with Merchants**

*New service offers convenience to Chinese travelers, advances “Global Fun” strategy*

**Hangzhou, China, March 26, 2019** – Fliggy, the travel service platform of Alibaba Group, has launched its Fliggy Buy service, which offers overseas merchants a new solution to capture opportunities presented by the growing purchasing power of Chinese outbound travelers.

The service offers a new shopping channel for Chinese travelers to browse and buy goods on Fliggy before reaching their destination, picking them up in stores after they arrive. It also advances Alibaba’s “Global Fun” strategy, which promotes international travel for Chinese tourists by working with industry players to give the tourists a richer experience while abroad.

Merchants on Fliggy Buy will include duty-free and tax-free stores, both overseas and within mainland China, internationally renowned brands, specialty local stores and an increasing range of shopping destinations. Furla Hong Kong and Laox of Japan have already joined this channel, and more merchants are expected to join.

“Fliggy is committed to making it easy to conduct travel business in the digital era. The launch of Fliggy Buy represents our latest move to work with merchants targeting the vast numbers of tourists from China to develop innovative solutions, and offer them targeted customer traffic. Our aim is also to embrace the potential of digital technology and provide a holistic travel experience encompassing food, accommodation, transportation, sightseeing, shopping and entertainment,” said Roman Zhu, Head of Fliggy Buy at Fliggy.

Through Fliggy Buy, Chinese customers can access detailed information and buyers’ reviews about products, presented in their own language, prior to an overseas trip. This helps them understand features and compare prices across different merchants before committing to a purchase. They can ensure the items they want, especially limited editions, are in stock before the trip and make reservations online, as well as seek online customer service. Buying from duty-free and tax-free stores is an added benefit.

Chinese travelers using this service can choose from a range of products, including cosmetics, suitcases, bags and alcohol offered by popular merchants. After selecting a pickup store, as well as inputting their personal information and completing payment, consumers can then pick up their goods at their leisure, allowing them more time to explore and experience the destination.

“Duty-free and tax-free stores are our focus during the first phase of rollout, as they are the most visited shopping and consumption venues amongst Chinese outbound tourists. Our next step is to enrich the product categories on Fliggy Buy and recruit more overseas merchants to include high-end luxury brands, household electronics sellers, as well as pharmacy and cosmetics stores, assisting them to reach more Chinese consumers,” Zhu said.

With users visiting 192 countries and regions in 2018, outbound travel is an important part of Fliggy's business. Fliggy's insights show an upward tendency of Chinese travelers spending overseas, as the average spending of these travelers grew 9% year-on-year in 2018. As a platform operator, Fliggy is dedicated to helping merchants and associations working in the tourist industry worldwide to build direct relationships with Chinese consumers.

As a key component of the Alibaba Economy, Fliggy is committed to promoting Alibaba Group's "Global Fun" initiative. Global Fun together with Global Buy, Global Sell, Global Pay and Global Delivery are the five core aspects of Alibaba Group's globalization strategy to realize its long-term vision of serving two billion consumers around the world and supporting 10 million businesses to operate profitably on its platforms by 2036.

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### **About Fliggy**

Fliggy ([www.fliggy.com](http://www.fliggy.com)) is a leading online travel platform in China that provides comprehensive reservation services for airline tickets, accommodation, train tickets, car rental, package tour and destination attractions. Fliggy is dedicated to providing travelers with flexible and comfortable travel arrangements, while harnessing the power of the internet to empower merchants on its platform. Fliggy is a business of Alibaba Group.

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